



ORDER

Flight Dates **10/08/12-11/05/12**

Contract / Revision **314095 /**

Original Date / Revision
10/05/12 10/11/12

Advertiser **Yes on 204**

Agency **Carlton Media Group**

Buying Contact

**4475 E. Via Los Caballos
Phoenix, AZ 85028**

Product

Yes on 204

Agency Com 15%

Billing Contact

**4475 E. Via Los Caballos
Phoenix, AZ 85028**

Sales Office KNXVL

Sales Region LOC

Agency Ref 2

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority DEF

Advertiser Ref

Primary Account Executive
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	58	\$43,945.00	\$51,700.00	0.00
November 2012	22	\$14,450.00	\$17,000.00	0.00
Totals	80	\$58,395.00	\$68,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	58	\$43,945.00	\$51,700.00
10/29/12	11/05/12	22	\$14,450.00	\$17,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/08/12	11/05/12	M-F 3pm-4pm Katie	CM	3pm-4pm	MTWTF--	:30	1	\$300.00	P-6	0.00 NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/08/12		10/08/12	10/14/12	MTWTF--	1		\$300.00		0.00					
Week: 10/15/12		10/15/12	10/21/12	MTWTF--	2		\$300.00		0.00					
Week: 10/22/12		10/22/12	10/28/12	MTWTF--	1		\$300.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	MTWTF--	1		\$300.00		0.00					
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$300.00		0.00					
N 2	KNXV	10/08/12	11/05/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	8	\$400.00	P-2	0.00 NM	36	\$14,400.00



KNXV

Print Date: 10/11/12

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Contract / Revision **314095** Flight Dates **10/08/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/11/12

Order Sep 00:13:00

Advertiser **Yes on 204**

Product **Yes on 204**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KNXV	10/08/12	11/05/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	8	\$400.00	P-2	0.00	NM	36	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					8	\$400.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					8	\$400.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					8	\$400.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					8	\$400.00		0.00			
Week:		11/05/12	11/11/12	M-----					4	\$400.00		0.00			
N 3	KNXV	10/08/12	11/04/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	3	\$1,200.00	FX	0.00	NM	12	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					3	\$1,200.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					3	\$1,200.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					3	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,200.00		0.00			
N 4	KNXV	10/08/12	11/04/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,600.00	FX	0.00	NM	16	\$25,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					4	\$1,600.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,600.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					4	\$1,600.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					4	\$1,600.00		0.00			
N 5	KNXV	10/08/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,600.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$1,600.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$1,600.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$1,600.00		0.00			
N 6	KNXV	10/15/12	10/21/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	-T-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,000.00		0.00			
N 7	KNXV	10/11/12	10/11/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	---T---	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,000.00		0.00			
N 10	KNXV	10/12/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----1--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--					1	\$1,200.00		0.00			
N 11	KNXV	10/12/12	10/12/12	Nightline Nightline	CM	1035p-1102p / 113-	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--					1	\$700.00		0.00			
N 13	KNXV	10/13/12	10/13/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----1-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$1,200.00		0.00			
N 18	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----1	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$1,000.00		0.00			



KNXV

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**KNXV-TV
PHOENIX**

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Order Sep 00:13:00

Advertiser **Yes on 204**

Product **Yes on 204**

Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
*Tax 1 Note: Tax 0.5%.													Totals	80 \$68,700.00